

**TEWKESBURY TOWN COUNCIL STRATEGIC PLAN 2024-2029**

	<b>Actions</b>	<b>Assigned to</b>	<b>Timescale</b>	<b>Budget</b>
<b>To make Tewkesbury a destination of distinction</b>				
1.1	Events & Traditions – Tewkesbury Live, Medieval Festival, Christmas Lights, Big Weekend, High Street Markets, Mop Fair, Tewkesbury in Bloom, Tewkesbury Goes Wild, Remembrance Parade, having a Town Crier	All	Ongoing	120/ 4330 Community Grants
1.2	Culture & The Arts <ul style="list-style-type: none"> <li>○ Drama / bands</li> <li>○ Street art</li> <li>○ Collaborative working with other venues</li> <li>○ Additional 'street sculptures' / trails / pop up temporary attractions – e.g. beach area at Spring Gardens, outdoor cinema</li> </ul>	Town Clerk & Events Manager	Ongoing	140 Tewkesbury Live
1.3	Parking strategy to support events / visitors	Officers / TBC	Spring 2024	None at present
1.4	Signage to support visitors <ul style="list-style-type: none"> <li>○ Battlefield Walk</li> <li>○ Getting around town / to the river – HAZ work</li> <li>○ Riverside Walk</li> </ul>	Officers / TBC	Spring 2024	High Street Heritage Action Zone funding, direct from Borough Council.
1.5	Promoting lesser-known areas / aspects of the town – Barton Street, independent shops, the things that make Tewkesbury unique etc.	All	Ongoing	120/4310 Tourism & Marketing
<b>To maintain and protect the distinctive historic character of the town</b>				
2.1	Protect and maintain the historic buildings owned by the Town Council: <ul style="list-style-type: none"> <li>• Oversee grant funded project for repairs to 64b Barton Street</li> </ul>	Buildings & Moorings	Summer 2024	210 64 Barton Street

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	<ul style="list-style-type: none"> <li>Improve accessibility to all Town Council owned buildings and gardens – lead the way and show that it can be done.</li> </ul>	Buildings & Moorings / Planning	December 2025	220/4595 Accessibility
2.2	To engage with and provide positive input into future plans and developments for Tewkesbury – Garden Town, MAAF site, Healings Mill, Cascades.	Planning	As required	400/4810 Outreach
2.3	To value the heritage in Tewkesbury and use it to connect the old part to the new e.g. historical artefacts	All / Tewkesbury Museum	Ongoing	210 64 Barton Street
<b>To improve community cohesion and support</b>				
3.1	Review and improve the Town Council’s communication with residents, ensuring this communication is two way.	Officers	Review Jan 2025	120/4270 Newsletter
3.2	To use ‘Our Town’ initiative from TBC to promote collective responsibility for the town, including alleyways / wardens / competitions.	All / TBC	Review April 2024	400/4810 Planning Outreach
3.3	Create a directory of community activities / organisations.	Officers	April 2024	None at present
3.4	To support volunteering through the town – database of ‘occasional volunteers’, those who would like to give a couple of hours to a cause, rather than a regular time. Encourage people with skills to become trustees / take up finance posts	Officers	April 2025	None at present
3.5	To provide ‘quiet areas’ in Tewkesbury which help support positive mental health e.g. purchasing Mythe Nature Reserve / Pocket Park in Bishop’s Walk	Severn Ham / Environment & Amenities / TBC	Review April 2024	EMR 358 Mythe Nature Reserve 500 Severn Ham

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3.6	To support those from minority communities in Tewkesbury to have representation within the town (acknowledging that Tewkesbury is 97% White British) and have a sense of belonging to the wider community.	Councillors	Ongoing	None at present
<b>To provide youth centric spaces &amp; forums</b>				
4.1	Improve youth focused spaces – e.g. ‘impressive’ play area in town, MUGA, shelters.	Environment & Amenities	Review April 2025	300/4590 Play Park Projects EMR 325
4.2	Work with local schools to find ways that young people can comment on what is happening in their town and have a say on future actions. May develop into Youth Council.	Councillors	Summer 2026	340/4770 Youth Budget
<b>To have a proactive approach to green initiatives</b>				
5.1	To promote cycling and walking routes around Tewkesbury for all abilities – active travel maps.	GCC / TBC & TTC Councillors	Summer 2026	None at present
5.2	Promote Tewkesbury as a welcoming destination for groups of walkers & cyclists with appropriate facilities to support this (e.g. safe bike storage, cafés that are open to accepting large groups)	Initially with Climate Change Working Group	Review Summer 2025	None at present
5.3	Ensure air quality & traffic (including the absence of HGV’s in the Town Centre) encourage people to use alternative means of transport.	GCC / TBC / Councillors	Ongoing	Not applicable – Monitored by Tewkesbury BC
5.4	To signpost and model the adoption of green policies, best practice and technologies.	Buildings & Moorings / Climate Change	Review December 2027	Surveys under 220 Town Hall & 600 Watson Hall Projects & 400/4719 Planning Consultancy